

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) N.R.C.C. IE  
 Product NRCC IE 2012  
 Estimate# 2600  
 Buyer Ben Angle  
 Phone#  
 Fax#  
 Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm  
 & PLACEMENT, 815 SLATER LANE  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 155/426/2600  
 Flight Dates 09/21/2012 - 09/27/2012  
 Hiatus Weeks  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/21-09/21	2	1	2	\$800.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/24-09/24	2	1	2	\$800.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/25-09/25	2	1	2	\$800.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/26-09/26	2	1	2	\$800.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	09/27-09/27	2	1	2	\$800.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/21-09/21	1	1	1	\$725.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/24-09/24	1	1	1	\$725.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/25-09/25	1	1	1	\$725.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/26-09/26	1	1	1	\$725.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$725.00	09/27-09/27	1	1	1	\$725.00	
	11	F	7A-9A	TODAY SHW	:30	\$900.00	09/21-09/21	2	1	2	\$1,800.00	
	12	M	7A-9A	TODAY SHW	:30	\$900.00	09/24-09/24	2	1	2	\$1,800.00	
	13	TU	7A-9A	TODAY SHW	:30	\$900.00	09/25-09/25	2	1	2	\$1,800.00	
	14	W	7A-9A	TODAY SHW	:30	\$900.00	09/26-09/26	2	1	2	\$1,800.00	

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	15	TH	7A-9A	TODAY SHW	:30	\$900.00	09/27-09/27	2	1	2	\$1,800.00	
	16	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
	17	SU	6A-7A	NW3-SUNRS WKND	:30	\$375.00	09/23-09/23	1	1	1	\$375.00	
	18	SU	7A-8A	SUN TODAY	:30	\$500.00	09/23-09/23	2	1	2	\$1,000.00	
	19	F	9A-10A	TODAY SHW2	:30	\$425.00	09/21-09/21	1	1	1	\$425.00	
	20	M	9A-10A	TODAY SHW2	:30	\$425.00	09/24-09/24	1	1	1	\$425.00	
	21	TU	9A-10A	TODAY SHW2	:30	\$425.00	09/25-09/25	1	1	1	\$425.00	
	22	W	9A-10A	TODAY SHW2	:30	\$425.00	09/26-09/26	1	1	1	\$425.00	
	23	TH	9A-10A	TODAY SHW2	:30	\$425.00	09/27-09/27	1	1	1	\$425.00	
	24	SU	930A-10A	CHRIS MATTHEWS	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	25	M	430P-5P	NEWS 3	:30	\$725.00	09/24-09/24	1	1	1	\$725.00	
	26	TU	430P-5P	NEWS 3	:30	\$725.00	09/25-09/25	1	1	1	\$725.00	
	27	TH	430P-5P	NEWS 3	:30	\$725.00	09/27-09/27	1	1	1	\$725.00	
	28	F	5P-630P	NEWS 3	:30	\$1,200.00	09/21-09/21	2	1	2	\$2,400.00	
	29	M	5P-630P	NEWS 3	:30	\$1,200.00	09/24-09/24	2	1	2	\$2,400.00	
	30	TU	5P-630P	NEWS 3	:30	\$1,200.00	09/25-09/25	2	1	2	\$2,400.00	

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	31	W	5P-630P	NEWS 3	:30	\$1,200.00	09/26-09/26	2	1	2	\$2,400.00	
	32	TH	5P-630P	NEWS 3	:30	\$1,200.00	09/27-09/27	2	1	2	\$2,400.00	
	33	F	7P-730P	JEOPARDY	:30	\$1,300.00	09/21-09/21	1	1	1	\$1,300.00	
	34	TU	7P-730P	JEOPARDY	:30	\$1,300.00	09/25-09/25	1	1	1	\$1,300.00	
	35	W	7P-730P	JEOPARDY	:30	\$1,300.00	09/26-09/26	1	1	1	\$1,300.00	
	36	TH	7P-730P	JEOPARDY	:30	\$1,300.00	09/27-09/27	1	1	1	\$1,300.00	
	37	M	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/24-09/24	1	1	1	\$1,300.00	
	38	TU	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/25-09/25	1	1	1	\$1,300.00	
	39	W	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/26-09/26	1	1	1	\$1,300.00	
	40	TH	730P-8P	WHEEL-FORTUNE	:30	\$1,300.00	09/27-09/27	1	1	1	\$1,300.00	
	41	F	8P-9P	WHO ARE YOU?	:30	\$1,700.00	09/21-09/21	1	1	1	\$1,700.00	
	42	F	9P-10P	GRIMM-NBC	:30	\$3,000.00	09/21-09/21	1	1	1	\$3,000.00	
	43	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	
	44	SU	830P-930P	NWS3 LIVE-PRIME	:30	\$1,600.00	09/23-09/23	1	1	1	\$1,600.00	
	45	M	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
	46	W	11P-1135P	NEWS 3 AT 11	:30	\$1,200.00	09/26-09/26	1	1	1	\$1,200.00	
	47	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	09/22-09/22	1	1	1	\$1,100.00	

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	48	F	1135P-1235A	TONITE SHW	:30	\$500.00	09/21-09/21	2	1	2	\$1,000.00	
	49	M	1135P-1235A	TONITE SHW	:30	\$500.00	09/24-09/24	2	1	2	\$1,000.00	
	50	TU	1135P-1235A	TONITE SHW	:30	\$500.00	09/25-09/25	2	1	2	\$1,000.00	
	51	W	1135P-1235A	TONITE SHW	:30	\$500.00	09/26-09/26	2	1	2	\$1,000.00	
	52	TH	1135P-1235A	TONITE SHW	:30	\$500.00	09/27-09/27	2	1	2	\$1,000.00	
	53	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/22-09/22	1	1	1	\$1,400.00	

---REPORT TOTALS---  
 Report Totals: 74 / \$72,025.00

---SALES MONTHLY TOTALS---

Sep 12: 74 / \$72,025.00  
 Sales Totals: 74 / \$72,025.00  
 Station Totals: 74 / \$72,025.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$194,662	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 37%
		KTNV 15%	KTUD 0%	KVCW 1%	KVMY 3%	KVVU 22%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
 EST SHARES BASED ON 5 ORDERS TOTAL

Rep Order# 6825822 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 103290 Printed: 06/22/2012 8:33 AM 5 of 5  
EC'd Yes Last Received: 06/19/2012 7:33 AM  
Showing Buylines: All Lines

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Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE